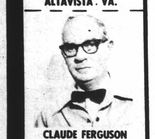
King's Honors it's STORE MANAGERS with a Super Sale!

WAYNE MOON
ALTAVISTA. VA.

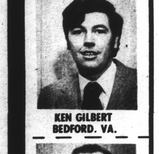

CLAUDE FERGUSON
RIVERMONT AVE.
LYNCHBURG. VA.

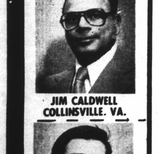
RUSS HARRIS
HALIFAX. VA.

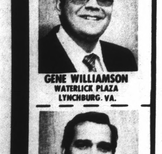
LEE ROY LUTHER
TIMBERLAKE ROAD
LYNCHBURG. VA.

LEWIS BECRAFT
MEMORIAL AVE.
LYNCHBURG. VA.

CECIL DOSS
MADISON HEIGHTS. VA.


KEN GILBERT
BEDFORD. VA.


JIM CALDWELL
COLLINSVILLE. VA.


GENE WILLIAMSON
WATERLICK PLAZA
LYNCHBURG. VA.

GARLAND SHUMATE
GRETNA. VA.

S&H GREEN STAMPS

KING'S

"VIRGINIA FOOD DEALER OF THE YEAR."

KIDS... GET A HI-FLYER KITE FROM KING'S *Free!*

HERE'S HOW: CLIP OUT THE PICTURE OF YOUR KING'S STORE MANAGER and bring it to your nearby King's Supermarket. Your free kite is waiting for you! Children must be accompanied by an adult. No purchase required. One kite per child, please.

Free Kite!

KIDS--CLIP OUT THE PICTURE OF YOUR KING'S SUPERMARKET MANAGER. BRING IT ALONG WITH AN ADULT TO ANY KING'S SUPERMARKET AND PICK UP YOUR FREE HI-FLYER KITE. NO PURCHASE NECESSARY.

WE ARE PLEASED AND PROUD TO HONOR OUR STORE MANAGERS DURING THIS WEEK. WHEN YOU SHOP AT A KING'S STORE. YOU WILL FIND THE MANAGER IS NOT ONLY HIGHLY SKILLED IN THE GROCERY BUSINESS. BUT FRIENDLY. COURTEOUS AND READY TO SERVE YOUR EVERY NEED.. IN FACT. HE'S PROBABLY YOUR NEIGHBOR!
OUR HATS ARE OFF TO THESE FINE GENTLEMEN--KING'S STORE MANAGERS--YOUR FRIENDS.

Thank you, Ralph T. King

CAMPBELL'S *Chicken Noodle* **SOUP** 5 10¾-oz. CANS **99¢**

POCAHONTAS *Whole Kernel* **CORN** 4 1-lb. CANS **99¢**

FRANCO AMERICAN **SPAGHETTI** 4 14¾-oz. CANS **99¢**

PLUS DEPOSIT **COCA-COLA** 8 PT. BOTS. **89¢**

S&H GREEN STAMPS

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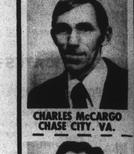
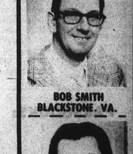
Free Kite!

KIDS--CLIP OUT THE PICTURE OF YOUR KING'S SUPERMARKET MANAGER. BRING IT ALONG WITH AN ADULT TO ANY KING'S SUPERMARKET AND PICK UP YOUR FREE HI-FLYER KITE. NO PURCHASE NECESSARY.

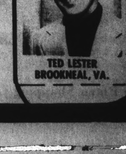
RICHARD CORDLE
VICTORIA. VA.

ARTHUR SPROUSE
FOREST. VA.


GEORGE VERSER
CREW. VA.


LEWIS COLEMAN
FAIRVIEW SQUARE
LYNCHBURG. VA.

HOWARD HUDSON
AMHERST. VA.


DANIEL PRITCHETT
STAUNTON. VA.

CHARLES McCARGO
CHASE CITY. VA.

BOB SMITH
BLACKSTONE. VA.

JIM ROACH
APPOMATTOX. VA.

TED LESTER
BROOKNEAL. VA.

MEAT BUYS!

TURKEY... 3-5 lb. AVG. **Breast** ..... lb. **99¢**

ARMOUR IN-THE-PIECE **Bologna** .. lb. **69¢**

CUBED or SANDWICH **STEAK** ..... lb. **$1.89**

¼ SLICED *Pork* **LOIN** .. lb. **$1.09**

COUNTRY STYLE *Spare* **RIBS** lb. **$1.09**

BONELESS SIRLOIN TIP or RUMP **ROAST** .... lb. **$1.69**

GROUND... **BEEF** ..... lb. **75¢**

PIG'S... **FEET** ..... lb. **39¢**

ARMOUR BEEF *Hot* **DOGS** 12-oz. PKG. **67¢**

OSCAR MAYER LIVER CHEESE or PICKLE PIMENTO **LOAF** ..... 8-oz. PKG. **59¢**

More Savings!

SMITHFIELD SLICED **BACON** lb. **$1.19**

Fryer Parts CONTAINS: 2 BREASTS W/ BACKS, 2 LEGS W/ BACKS, 2 WINGS & 2 GIBLET PACKS. MIXED lb. **39¢**

QUANTITY RIGHTS RESERVED

Swift's Premium Protein BEEF

SIRLOIN STEAK lb. **$1.38**

T-BONE or PORTERHOUSE STEAK lb. **$1.49**

MIGHTY HIGH **Strawberry Shortcake** 29-oz. PKG. **99¢**

LIMIT 2 WITH $7.50 OR MORE PURCHASE EXCLUDING BONUS FEATURES

MEXICO VINE RIPE LARGE FIRM SLICING **Tomatoes** lb. **49¢**

MRS. FILBERT'S **Mayonnaise** QT. JAR **79¢**

LIMIT 2 WITH $7.50 OR MORE PURCHASE EXCLUDING BONUS FEATURES

DOUBLE Q **Salmon** 15½-oz. CAN **$1.49**

LIMIT 2 WITH $7.50 OR MORE PURCHASE EXCLUDING BONUS FEATURES

RICHFOOD APPLE **SAUCE** 4 1-lb. CANS **99¢**

LIMIT 4 WITH $7.50 OR MORE PURCHASE EXCLUDING BONUS FEATURES

RICHFOOD **APPLE JELLY** 12-oz. JAR **39¢**

LIMIT 2 WITH $7.50 OR MORE PURCHASE EXCLUDING BONUS FEATURES

Richfood

Grocery Buys!

VLASIC KOSHER or POLISH **DILLS** ..... QT. BOT. **69¢**

KOUNTY KIST SWEET **PEAS** ..... 4 17-oz. CANS **99¢**

MARTHA WHITE CORN **MUFFIN MIX** 5 7½-oz. PKGS. **99¢**

RICHFOOD COFFEE **Creamer** 1-lb. JAR **79¢**

LA RUTA CORNED **BEEF** ..... 12-oz. CAN **89¢**

FRANCO AMERICAN 15-oz. CAN **Spaghettio's** .. **27¢**

V-8 **JUICE** ..... 46-oz. CAN **67¢**

RICHFOOD AUTOMATIC DISH **Detergent** 35-oz. PKG. **79¢**

More Savings!

CAMPBELL'S **TOMATO JUICE** 46-oz. CAN 2 FOR **99¢**

CAMPBELL'S **PORK & BEANS** 1-lb. CAN 4 FOR **99¢**

DEL MONTE **PEAR HALVES** 1-lb. CAN 2 FOR **89¢**

SAVE ON... **Star-Kist Tuna** 6½-oz. CAN 2 FOR **99¢**

PLEASING PRODUCE BUYS!

FANCY CALIFORNIA **Broccoli** BUNCH **59¢**

FRESH CELLO **Carrots** 2 1-lb. PKGS. **49¢**

FANCY IDAHO BAKING **Potatoes** .... 5-lb. BAG **69¢**

FREE HEAD OF ICEBERG **LETTUCE**
WITH PURCHASE OF 1 BOTTLE OF MARSETTI LO-CAL DRESSING BLUE CHEESE. 1,000 ISLAND. FRENCH or ITALIAN
NO COUPON NECESSARY

FANCY FLORIDA VALENCIA **ORANGES** OR WHITE SEEDLESS **Grapefruit** YOUR CHOICE 5-lb. BAG **79¢**

FROZEN FOOD & DAIRY BUYS!

RICHFOOD **YOGURT** ½ PINT **29¢**

BANQUET FRIED **Chicken** 2-lb. BOX **$1.99**

RICHFOOD SINGLE SLICE **CHEESE** 12-oz. PKG. **89¢**

RICHFOOD POLY **Baby Limas** LIMIT 2 ... 20-oz. PKG. **59¢**

PILLSBURY **BISCUITS** .... 2 8-oz. 4-PACKS **89¢**

KING'S
S&H GREEN STAMPS
200 FREE
WITH THIS COUPON & $7.50 PURCHASE
LIMIT 1 PER FAMILY
GOOD ONLY AT KING'S EXPIRES 3/5/77

KING'S
S&H GREEN STAMPS
50 FREE
WITH THIS COUPON & PURCHASE OF 2-lbs. GOLDEN RIPE BANANAS
GOOD ONLY AT KING'S EXPIRES 3/5/77

KING'S
S&H GREEN STAMPS
50 FREE
WITH THIS COUPON & PURCHASE OF 1-lb. NESTLE QUIK COCOA MIX
GOOD ONLY AT KING'S EXPIRES 3/5/77

KING'S
THIS COUPON IS WORTH...
25¢ CASH
REFUND ON PURCHASE OF 22-oz. 409 SPRAY CLEANER
GOOD ONLY AT KING'S EXPIRES 3/5/77

KING'S
THIS COUPON IS WORTH...
40¢ CASH
REFUND ON PURCHASE OF 36-oz. STALEY PANCAKE SYRUP
GOOD ONLY AT KING'S EXPIRES 3/5/77

PRICES EFFECTIVE: FEB. 27-MAR. 5, 1977.